

AGENDA NOTE – HRPDC EXECUTIVE COMMITTEE MEETING

ITEM #4: ASKHRGREEN.ORG CAMPAIGN RESULTS

SUBJECT:

Annual results of advertising and public relations under the umbrella of askHRgreen.org presented and compiled in a report to be used by all participating localities.

BACKGROUND:

The Environmental Education Committees facilitated by the HRPDC have been rebranded under the umbrella brand of askHRgreen.org with a comprehensive website and media plan which has been implemented. The effort is now in its fifth year.

Ms. Margaret Cahoon of Cahoon & Cross will provide an overview of the campaign milestones.

Enclosure 4

Note: This item will be presented for action under Consent Agenda Item #9-D.